

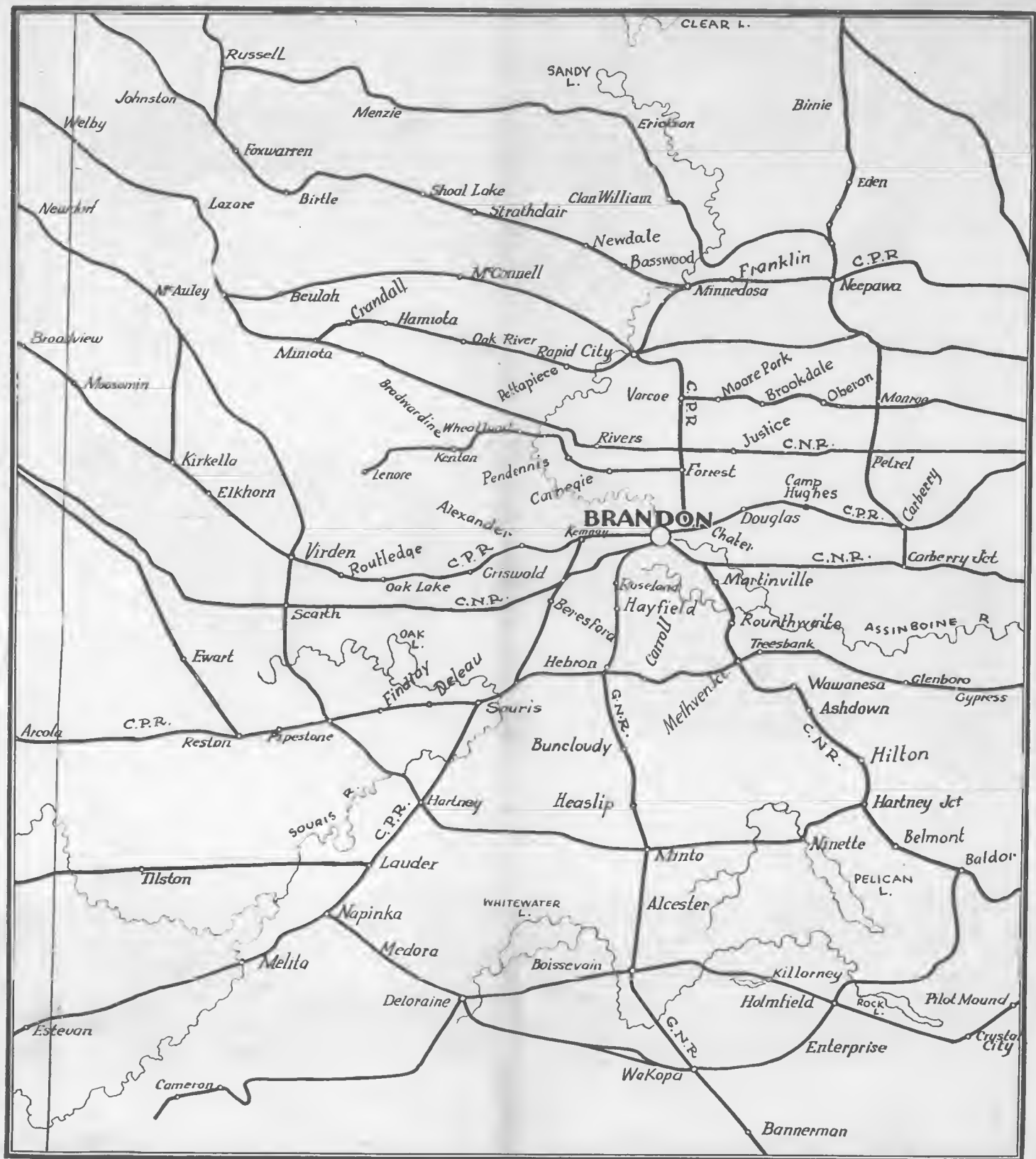
BRANDON

MANITOBA

CANADA

The
WHEAT
CITY







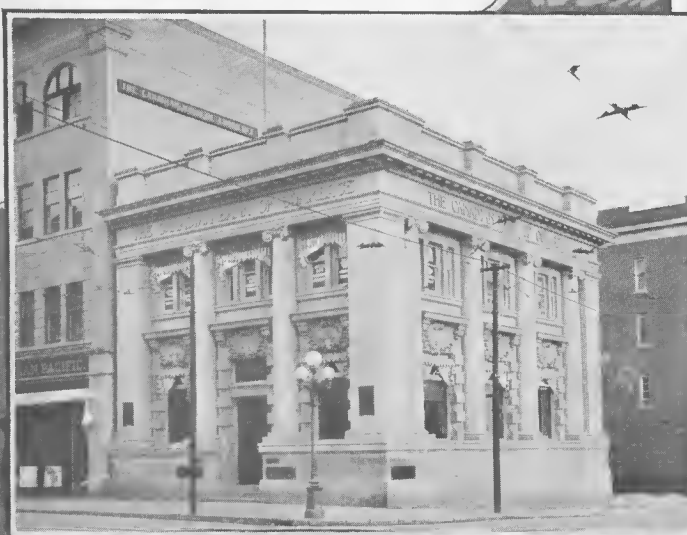
INTRODUCTORY

THE City of Brandon and the rich mixed farming country of which it is the centre calls to the man of industry, enterprise and thrift and offers him unsurpassed opportunities to secure a home of his own and to achieve financial independence. For whether you incline to town or country and have the right qualities within yourself you can achieve success here.

This little booklet, then, is an invitation not merely from the City of Brandon, but from the territory of which Brandon is the centre, to you and to your friends. It is issued in the hope that having the qualities above referred to, you will come and visit us.

The views here shown as well as the descriptive matter of necessity can give you but an outline sketch, for back of the City and its business places, its educational institutions, its churches and its homes, there are thousands of farmers raising millions of bushels of grain, train loads of live stock, dairy products, poultry, honey, vegetables, etc.

To get an idea of the extent and resources of this wonderful North Land you must travel. Come and see for yourself.



BRANDON, WESTERN MANITOBA'S METROPOLIS

Manitoba is the central province of the Dominion of Canada, and Brandon, widely known as The Wheat City, is the principal city of Western Manitoba. The city is delightfully situated on the southern slope of the Assiniboine valley and is 133 miles west of Winnipeg.

IMPORTANT RAILWAY AND DISTRIBUTING CENTRE

Brandon is a divisional point on both the Canadian Pacific and Canadian National Railway systems: the transcontinental highway of both lines passing through Brandon and both systems having a very complete net work of branches radiating from the City. The Great Northern Railway also makes Brandon its Northern terminus, thus giving direct rail connection with Minneapolis, St. Paul and all points South. A transfer railway connects the three railways at Brandon making possible a ready transfer of all car load shipments. Two large wholesale grocery firms, two wholesale fruit houses, a wholesale boot and rubber firm operate large businesses in Brandon. The International Harvester Company and the Massey Harris Company find Brandon one of the best points in Canada to distribute from, while all the principal farm implement firms either maintain branch warehouses or are represented through jobbers. Five large oil companies have branch offices in Brandon, the Imperial Oil Co. having a very heavy investment here.

EDUCATION TO THE FORE

Almost 5,000 scholars and students are enrolled in Brandon's places of learning as follows: In the public schools 3040; Brandon Collegiate Institute, 486; Brandon College and Clark Hall, 360; Provincial Normal School, 130; St. Michael's Academy and St. Augustine's Parochial School, 245; Wheat City Business College, 280; Indian Industrial School, 110.

CITY AND COUNTRY UNITED

Brandon is whole-heartedly working with the agricultural interests of the surrounding country in order to build up an intelligent, prosperous and creditable citizenship, and this spirit of co-operation is strikingly manifested in the splendid summer and winter exhibitions held in The Wheat City.

Competent judges assert that in no place on this continent does a finer spirit prevail than that existing between Brandon and the agricultural interests of the surrounding country.

FACTS ABOUT BRANDON

Founded in 1880.

Population, 17,000.

Has municipally owned waterworks, sewerage and street railway system.

Electric light and gas.

Central steam heating system.

Attractive parks. Paved streets.

Thousands of beautiful shade trees.

Many fine churches.

Five of Canada's leading banks.

Largest wholesale seed house in Western Canada.

Largest hide and fur dealer in Canadian North West.

Dominion of Canada Experimental Farm.

One of the largest nurseries in the west.

Home of Manitoba's Provincial Exhibition and Winter Fair.

Important Railway Centre.

Wholesale distributing centre for farm machinery, gasoline and oil, groceries, fresh fruit, beverages, boots and rubbers, etc.

Two large flour mills, oatmeal mill, sash and door factory, pump and windmill factory, two breweries, two tanneries, etc.

Modern Hospital erected in 1922 and costing over \$400,000.

Palatial hotel owned and operated by the Canadian National Railway, besides several other first-class hotels.

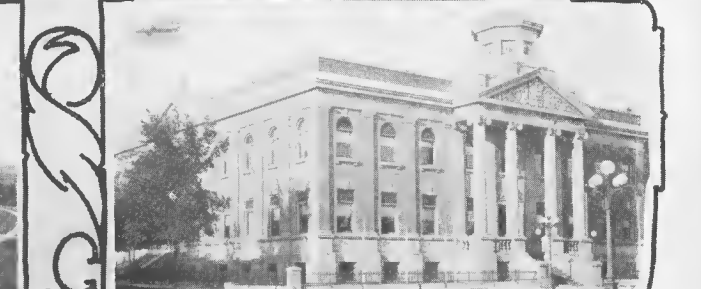
Industrial sites available at nominal prices.

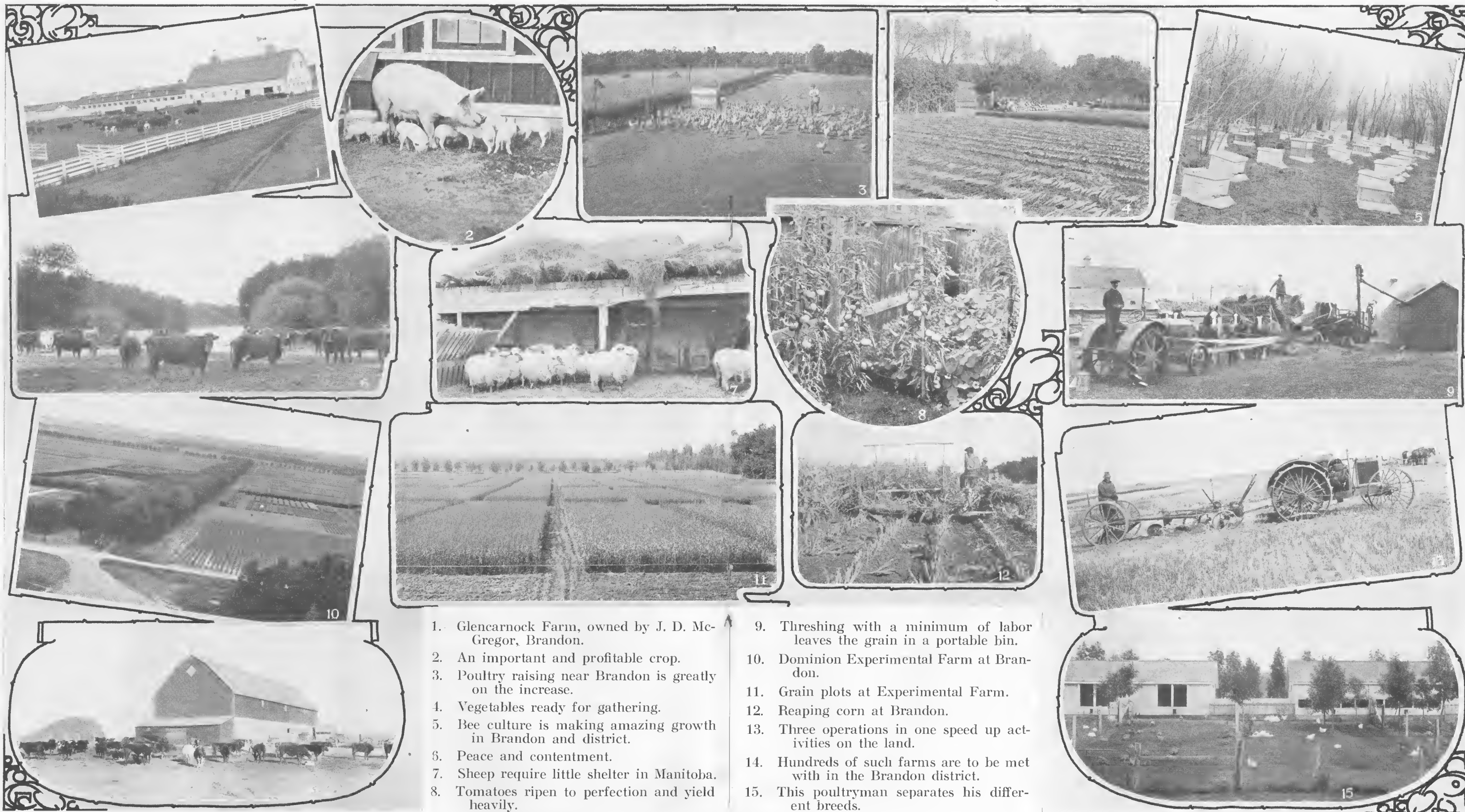
Over 1,750,000 lbs. of choicest creamery butter manufactured yearly.

Large shipping point for live and dressed poultry and eggs.

Famous for its excellent pure bred live stock.

A healthy, orderly and well governed city making it an excellent place in which to educate a family.





1. Glencarnock Farm, owned by J. D. McGregor, Brandon.
2. An important and profitable crop.
3. Poultry raising near Brandon is greatly on the increase.
4. Vegetables ready for gathering.
5. Bee culture is making amazing growth in Brandon and district.
6. Peace and contentment.
7. Sheep require little shelter in Manitoba.
8. Tomatoes ripen to perfection and yield heavily.

9. Threshing with a minimum of labor leaves the grain in a portable bin.
10. Dominion Experimental Farm at Brandon.
11. Grain plots at Experimental Farm.
12. Reaping corn at Brandon.
13. Three operations in one speed up activities on the land.
14. Hundreds of such farms are to be met with in the Brandon district.
15. This poultryman separates his different breeds.

THE BRANDON DISTRICT

Agriculture in the Brandon district has passed through many stages of development, and is becoming more scientific, more stable and more intensified from year to year. The type known as "Mixed" or diversified farming is on the increase throughout Western Canada, and in no part of it is the transition more marked or so far advanced as in the Brandon district. The problems incidental to production, transportation and marketing have, to a great extent, been solved so that anyone settling in this district now will not have to meet the difficulties of isolation, lack of marketing facilities and lack of knowledge of the land, which the pioneers of forty years ago had to face. In spite of handicaps, these pioneers, drawn mostly from old Ontario, have made "Manitoba No. 1 Hard Wheat" famous in the markets of the world.

WONDERFUL DEVELOPMENT COMING

The rich soil and healthy climate have produced in man, flock and field, a virile stock unexcelled in any part of the world. But it is plainly to be seen that, so far, only a small fraction of the productive possibilities of the district have been utilized. The development of the livestock industry has been little short of wonderful, and has resulted in the great expansion of related industries such as dairying, the production of animal products, draft horses, wool, etc., and is placing at the disposal of those farmers who require it, an abundant supply of excellent fertilizer.

BRANDON'S NOTABLE WINNINGS

The horses, cattle, sheep, hogs and poultry raised in the Brandon district, in competition with the best from any part of this continent, stand in the front rank, and capture a creditable percentage of the premier honors. On two separate occasions, steers raised by Mr. J. D. McGregor of Brandon, won the World's championship at the Chicago International Live Stock Exhibition. Early maturing varieties of corn are proving a great success and many farmers are erecting silos for corn, sun-flowers and other ensilage crops.

VEGETABLES, FRUITS AND HONEY

Vegetable and root crops yield wonderfully well, and wild fruits such as saskatoons, cherries, plums, raspberries, strawberries and cranberries are abundant. Those who have planted currants, raspberries, strawberries, plums, hardy crab apples and other varieties of apples, have met with surprising success, and a large proportion of the province's

fruit requirements are now home grown. With the introduction of sweet clover as a fodder crop and cheap fertilizer, bee-culture has become popular and profitable. An average production of two hundred pounds of excellent honey per hive is commonly reported in the district.

LAND PRICES VERY LOW

Many farmers, in the early days made the mistake of buying too much land. This was natural as long as wheat was the sole crop raised, but now that diversified farming is coming in it is found that larger returns and a greater certainty of results can be secured with less land and more intensive farming. The price of land in the Brandon district is exceedingly low, ranging from \$15 to \$60 per acre according to soil, location and improvements. Easy terms can be secured by responsible buyers.

RAILWAYS AN INDICATION OF RESOURCES

If you will study the railway map on page 2 and take into consideration that it shows a territory approximately seventy miles east to west and the same north and south you will be able to relate the Brandon district to the rest of Manitoba, and also gain some idea of the freight tonnage produced in this mixed farming territory making such a net work of railways necessary and profitable. But this extensive railway mileage is by no means the only facilities available for transportation, for excellent main highways for motor and other traffic have been constructed connecting Brandon with all points in the district with less costly roads usually one mile apart over the whole area.

MUNICIPAL ADMINISTRATION AND SCHOOLS

The Brandon district is divided into a number of municipalities, each municipality consisting of from six to twelve townships of thirty six sections each. The business of the municipality is transacted by an elective reeve and council, the reeve being elected for a one year term by the whole municipality while each ward (usually one township) elects a councillor for a two year term. Each municipality is required to appoint a medical man as health officer who is responsible for public health. School accommodation in both town and country is adequate and efficient teaching is insisted on. Views of Brandon College, the Provincial Normal School for Teacher Training and one of Brandon's eight public schools are shown on page 5.



TOURISTS SHOULD MAKE BRANDON

Brandon is on the Trans-Canada Highway and is also the northern terminus of the Sunshine Highway, and the Jamestown-Brandon Highway. With Brandon as a centre, many fine trips can be made, taking in Wawanesa, Souris, Hartney, Reston, Virden, Oak Lake, Hamiota, Rapid City, Minnedosa, Neepawa and other towns, while lakes and beauty spots abound. A delightful trip is the sixty-eight mile run from Brandon north to Clear Lake. At first one travels over a level plain which soon changes into a wooded and rolling scene. The winding road twists and turns, and scenes of surpassing beauty burst upon one's view at every turn. Lakes teaming with fish and water-fowl abound, and at Minnedosa, Erickson and Clanwilliam excellent garages and stores supply the tourists' every need. The road is excellent and even in wet weather it has very few bad spots. An eight-mile drive through evergreens and lakes clear as crystal will present its reward in sheer beauty to lovers of nature. Though abounding in all sorts of wild life, shooting is not permitted since this is a forest and game reserve.

Brandon hotels, garages and business places are admirably equipped for tourist trade; and for those who prefer to camp in the open, a Tourist Hut is available. It is located in a beautiful park on the southern edge of the city, and city water, electric light and cooking facilities are on tap.

Large sums have been expended upon road-making by the various municipalities and the province in the construction of all-weather highways, with Brandon as the centre. Anyone wishing to see Manitoba can secure requirements as well as the cordial assistance of the service clubs of the city whenever desired.

For further information, which will be cheerfully furnished, address, The Tourist Bureau, Brandon, or

The Secretary of the Board of Trade,
Brandon, Manitoba.

PROVINCIAL EXHIBITION OF MANITOBA

The Provincial Exhibition of Manitoba is held annually at Brandon, being the one Class A Exhibition in the Province. In recent years it has been held during the week in which the first of July occurs. From a modest beginning in 1893, it has grown to be one of the foremost Exhibitions in the Dominion. In the opinion of residents of Manitoba and many others, it ranks second only to the Canadian National Exhibition at Toronto.

Full classification with generous prizes is offered for Live Stock, Poultry and other Agricultural

Products, including Butter and Cheese, Fruit, Vegetables, Flowers and Honey. In addition to this, departments are conducted for School Exhibits, Fine Arts, Handicraft, Home Cooking and Domestic Manufactures. The Exhibit of Farm Machinery is undoubtedly the largest made in any one place in Canada.

The Exhibition Grounds forms one of the most beautiful Parks to be found in any Western City. Years ago when the grounds were being laid out, definite plans were formed for their beautification by the laying out of walks and roads and the planting of trees and shrubs. This plan has been faithfully followed, and in the carrying out of it over 4000 trees and 6000 shrubs have been planted on the grounds and upwards of 6000 bulbs and plants are set out each spring. The result is a most beautiful park including many delightful and shady places for visitors to rest and eat their lunches between visits to the different departments. There is a small lake on the grounds upon which will be found a large flock of wild geese and ducks, most of which have been bred and raised from a few specimens secured several years ago. There is a buffalo park with a growing herd of the great American buffalo which formerly roamed the prairies in such large numbers. There are also a pair of Wapiti Deer, bears, rabbits, pheasants and other animals and birds which greatly attract all who are interested in wild life.

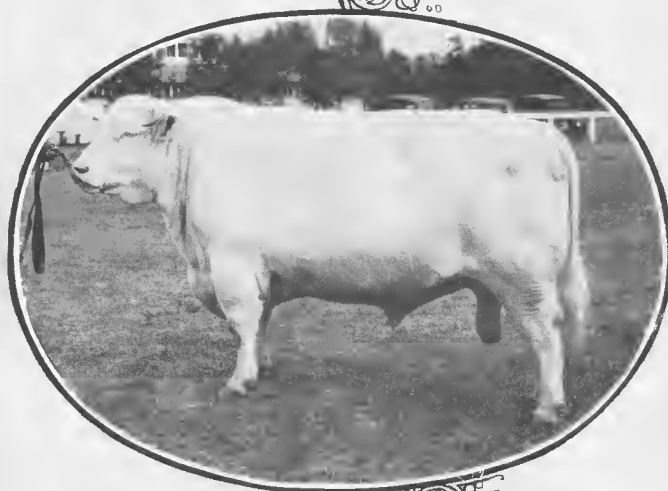
MANITOBA WINTER FAIR

The Manitoba Winter Fair, which is held annually in the City for Brandon the third week of March, has attained the reputation for its exhibits of commercial live stock second to none in Canada, and in the opinion of many observers second only to the International livestock Exposition at Chicago.

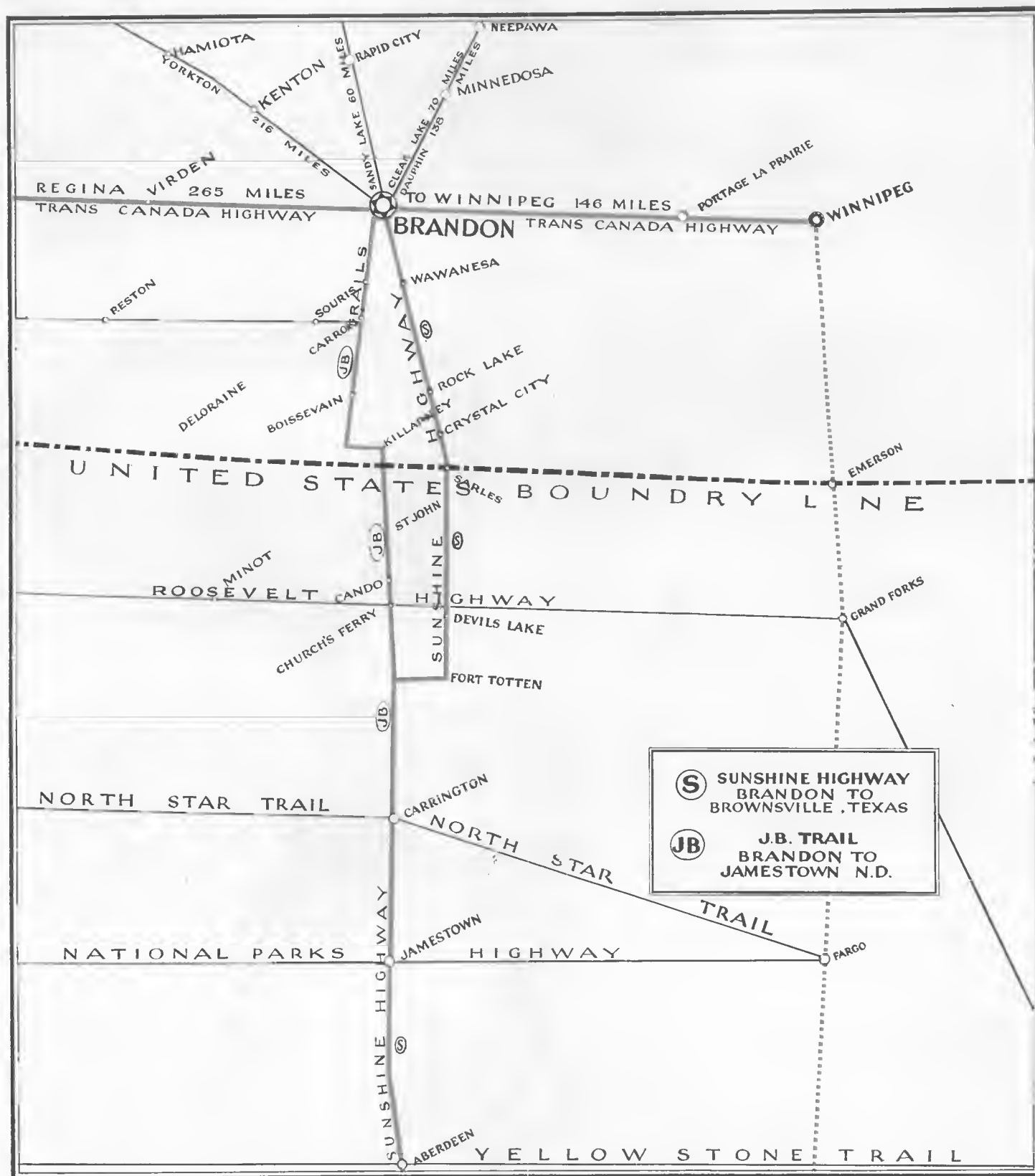
Outstanding classes in horses are for draft and agricultural animals shown singly and in two, four and six horse teams. As many as ten four horse teams have been shown in the magnificent Arena at once, and in the classes for single animals it is not uncommon to see as many as thirty lined up before the Judge.

While the general exhibit of commercial cattle and bulls for the Bull Sale is large, the outstanding class in cattle is the Boys' Calf Competition. This was the first of its kind instituted in America, and has grown from a small beginning in 1914 with six entries to be the classical feature of Calf Shows, in March 1926 there being no less than 81 entries.

The Winnipeg Live Stock Exchange takes a complete holiday to attend this Fair in a body for one day during the week, usually Thursday.



SCENES AT THE PROVINCIAL EXHIBITION, BRANDON, MAN.



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